



Attorney's Docket No. 1033855-000007

Application No. 09/828,257

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THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of ) **Mail Stop Amendment**  
Louis D. Giacalone, Jr. )  
Application No.: 09/828,257 )  
Filed: April, 06, 2001 ) **Group Art Unit: 2154**  
For: SYSTEM FOR ELECTRONICALLY )  
DISTRIBUTING, DISPLAYING AND ) **Examiner: Patel, Haresh N.**  
CONTROLLING THE PLAY )  
SCHEDULING OF ADVERTISING AND )  
OTHER COMMUNICATIVE MEDIA ) **Confirmation No.: 4988**

**AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This reply and amendment is in response to the Office Action mailed on January 9, 2006 for the above-noted application. A petition requesting a one month extension of time accompanies this reply extending the period for response from April 9, 2006 to May 9, 2006. In response to the Office Action, please amend the above-noted application as follows:

**Amendments to the Claims in the listing of claims** begin on page 2.

**Amendments to the Drawings** begin on page 5.

**Remarks** begin on page 6.

**An Appendix including amended drawing figures and a terminal disclaimer** is attached following page 13.